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Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

WCES: Focus On New Products

Oregon's Tom Peterson Packs Fun Into Selling & Whips The Competition

DAT Is Here! CD Successes Boost Digital Audio Tape's Appeal

4mm Debut: Samsung Moves Onto High Tech Turf

Dealerscope Merchandising January 1987

January 1987
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New formats and rejuvenated categories bring relief to an industry that is battered by price pressures.

Bright Spots for Hard Times

by Neil Spann

STILL in the process of belt-tightening, a leaner and meaner consumer electronics industry is back in Vegas for another roll of the dice.

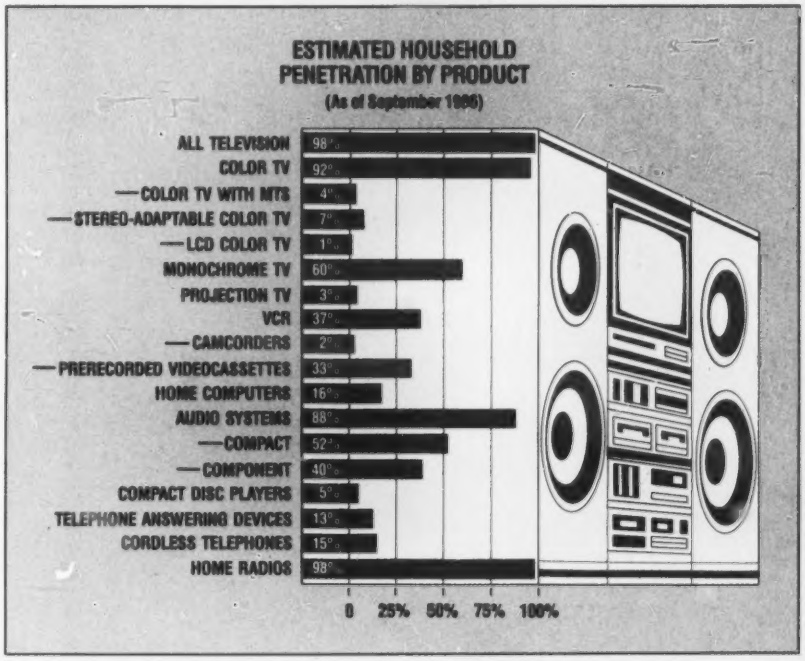
At the 1987 Winter Consumer Electronics Show, the big question is whether industry leaders have put all their cards on the table. Who will deliver DAT, and when, dominates the headlines, yet digital audio tape is only part of a broad digital "mystique" that's building in the marketplace. That "mystique" is expected to grow and stimulate audio and video replacement markets, while gradually bringing a positive impact to other categories, including telecom.

Headlining the news at WCES is what will happen to hardware pricing. One year after a wrenching currency revaluation, the industry's response to the yen/dollar situation is to hold pricing levels despite the yen's appreciation of 40 percent since this time last year.

What will happen in '87? Pricing will be the area affected last, and least, by a higher valued yen. Cutbacks will continue at the factories and within marketing departments, production will shift away from Japan, and advertising will be scrutinized more carefully, as will all services to the retail community.

Industry leaders are only "cautiously optimistic" about 1987 and pressure on profitability is just part of the reason. Several sources expect a tough first quarter. They cite uncertainties in the marketplace, such as how the new tax law will affect consumer spending and whether the auto industry revives low-financing programs with more disposable income.

Some believe changes at retail will be important this year. They predict over-expansion for some publicly held retailers that could lead to mergers of two, maybe three major chains plus store closings in key markets where expansion failed to deliver the market share projected.



CHART/ERIC F. CORONA

Wholesale and price clubs will continue to expand eastward. By operating on a gross margin of 7 to 8 percent with 20 to 30 turns, these outlets offer branded merchandise at price points that service-oriented retailers, large and small, can't match. Add to this the home shopping networks. How this challenge is met by dealers and distributors will be a major story this year.

Our prediction? Service-oriented retailers will retaliate by supporting the lines not carried by wholesale and price clubs and/or by demanding additional support either in advertising funds or pricing.

Product innovation will be curtailed this year, though not drastically. A new generation of digital products in video and audio illustrates the point, yet the introductions won't be as pervasive because of the profit squeeze on Japanese suppliers. We predict that the Koreans will move swiftly to project a new image. Taking advantage of the currency situation, the Koreans will move this year to prove they can be technology leaders. Samsung, for example, will show its 4mm camcorder, and probably a new high-performance projection TV, at the WCES.

Digital audio tape (DAT) will be the controversial product of the year. Based on industry sources, home machines will ease into the market first, followed by portables and systems for the car. The issue is less with pricing than with how the new format will impact on CD player sales. While this issue may be debated at CES, it probably won't be resolved until software and hardware are in good supply. The consumer will decide, hopefully the sooner the better.

Other innovations to look for at CES include NEC's audio receiver with built-in surround sound, Samsung's 4mm camcorder (using digital tape), Sony's 8mm system for the car and Sanyo Business Systems' digital integrated phone/answerer unit.

What's the outlook for these and other products in 1987? Based on a survey of major suppliers, we predict the following:

Color TV. The trend to upgraded products with built-in MTS will come on strong and a healthy replacement market will fuel sales of larger screen sizes. . . Monitor/

receiver merchandise will have strong demand, as systems selling gains greater promotional support by the majors. . . Look for unit sales to exceed 1986's record which should total in excess of 18 million units.

Video. The battle between VHS-C and 8mm camcorders will fuel the market and sales will approach two million units this year. . . JVC projects the breakout at 40 percent full-sized camcorders, 40 percent VHS-C, 20 percent 8mm. . . One thing to watch for is how traditional camera stores support recent commitments to 8mm. . . The home deck market will segment, as lower pricing ($199 and under) lures blue-collar holdouts and as stereo and/or hi-fi models and new digital units offering PIP stimulate replacement sales. . . Household penetration will approach 45 percent by year's end. Unit sales, including camcorders, will hit 15 million. . . The industry will launch an effort to clarify the differences between stereo and hi-fi units. . . Heavy inventories will carry over into the first quarter and keep pressure on the pricing of promotional goods.

The VHS-C and 8mm format battle will fuel sales, which will approch two million units this year.

Pre-Recorded Video. Sell-through will gain emphasis. Major studios will encourage the trend by advertising more aggressively in TV and print and by announcing release dates further in advance (up to six months) in order to oblige advertising schedules of the mass merchants. Look for greater availabil-

Tony Mirabelli
VP Marketing,
Audio Video Div.
NEC Home Electronics (USA) Inc.

"Extremely good" opportunities will exist for digital products. For the first time digital audio receivers are available with built-in digital sound delay, surround sound. In digital TV the demonstrative benefits start with an improved picture and capability of monitoring one channel while watching another.

Harry Elias
Senior VP,
Consumer Divisions
JVC Company of America

Expansion will lead some major retailers into a trap. You can slice a pie just so thin and several of the major markets are overdeveloped already. The result? Store closings and mergers involving some of the publicly held retail companies.

Ralph Wolfe
Senior Marketing VP
Panasonic Co.

All companies are on a mission to stablize costs and maintain pricing. The issue is stabilization of the yen to the dollar, and if the yen stablizes between 155 to 165 this would help. We'll see more marketing emphasis on digital TV and MTS models and on the VHS-C camcorder. Rack systems will remain strong in our Technics line. Overall, I'm reasonably optimistic about 1987, but not about the first quarter.

Jack Sauter
Former Group VP
RCA

The word "digital" has been diluted by its many uses. There will be interest in effects like PIP, but I don't believe that pure digital receivers will be an industry target in '87 or that they'll ever have the impact that solid state technology had. You will see major improvements this year in projection TV which, I believe, will make projection very competitive with the large-screen direct-view sets.

Steve Olin
President & CEO
Vidtech, Inc.

MTS stereo decoders sales will increase 35-50 percent industry-wide over 1986 sales. People wanting MTS stereo but not ready to replace their set will be prospects; so too will those who purchase a new TV and want to convert the old set to stereo sound. We expect MTS to become the industry buzzword in '87, and that's good news for the decoder business.

Gerald McCarthy
President
Zenith Sales Corp.

Growth of stereo TV is going to be outstanding. MTS stereo models could account for 1/3 of total color TV sales in 1987. We see confusion in VCR between linear stereo and hi-fi stereo, and we'll address this issue in the year ahead.

Saul "Sonny" Knazick
Senior VP
Emerson Radio Corp.

Audio separates will make a strong comeback this year. People are ready to mix and match again, and we see the audiophile base broadening. When compact discs get down to $10 retail, the hardware sales will boom again. We don't expect to see much DAT equipment before 1988—consumers aren't ready for it.

John Briesch
Marketing VP
Sony Audio

Compact disc players will reach three million units this year, an increase of 50 percent over 1986, thanks largely to greater software availability. Portables now account for 25 percent of sales and could account for 750,000 units this year.

ity and selection of children's, music, and how-to videos. . . Pricing on rental titles will rise to $84.95 and $89.95 and to $100 or more on blockbuster movies. . . Larger inventories (6,000 to 10,000 units) will be required for video stores to survive in key markets. . . also look for retailers of all description (even vending machines) to stock key titles in greater depth—200 to 500 units on a hit title could become the norm.

Home audio. Last year's resurgence of hi-fi components gets a boost, plus lots of glamor, from inboarded digital delay and surround sound in high-end receivers. . . Components will have their strongest sales year of the decade, thanks largely to mid- to high-end CD players; however, low-end units could glut the market and contribute to consumer confusion throughout much of the first half. . . Rack systems will remain even to slightly ahead of sales last year, appealing strongest to first-time consumers of audio and fueled by the addition of the CD player and dual cassette recorder. . . DAT machines won't become a factor in the first half; timing of their introduction remains unclear. However, they'll become a major factor, even at prices above $1,000, and gain consumer acceptance much faster than the compact disc player.

Lower pricing will stimulate the home office market while personal copiers and electronic typewriters will keep sales on the upswing.

Mobile Electronics. Specialists will continue to diversify with cellular phones (a major growth area), radar detectors and security systems which will become a fast-growth, add-on business this year and next. . . Autosound will remain steady; the trend to upgraded components will continue. . . DAT units will appear late in the fourth quarter, but won't have much sales momentum before mid-1988.

Telecom. Cordless phones and answerers will pace industry sales, followed by integrated systems. . . Digital technology will edge slowly into answerers but won't become an important sales factor until costs come down on the chip required for recording incoming messages. . . In phone lines, colors will proliferate and the consumer demand for reliability will enhance the demand for quality, branded merchandise.

Home Office. Personal copiers and electronic typewriters provide the ease of operation to keep sales on the upswing. . . Home computers and printers, which rebounded last year, will continue to do so. . . Lower pricing will continue to stimulate the market.

Satellite TV. Having taken a bath in '86, the only way this category can go is up—and it will. . . The trend is toward systems sales rather than components. . . Supplier ranks have thinned and the survivors will show more marketing savvy with greater emphasis on target marketing mostly in rural America. □

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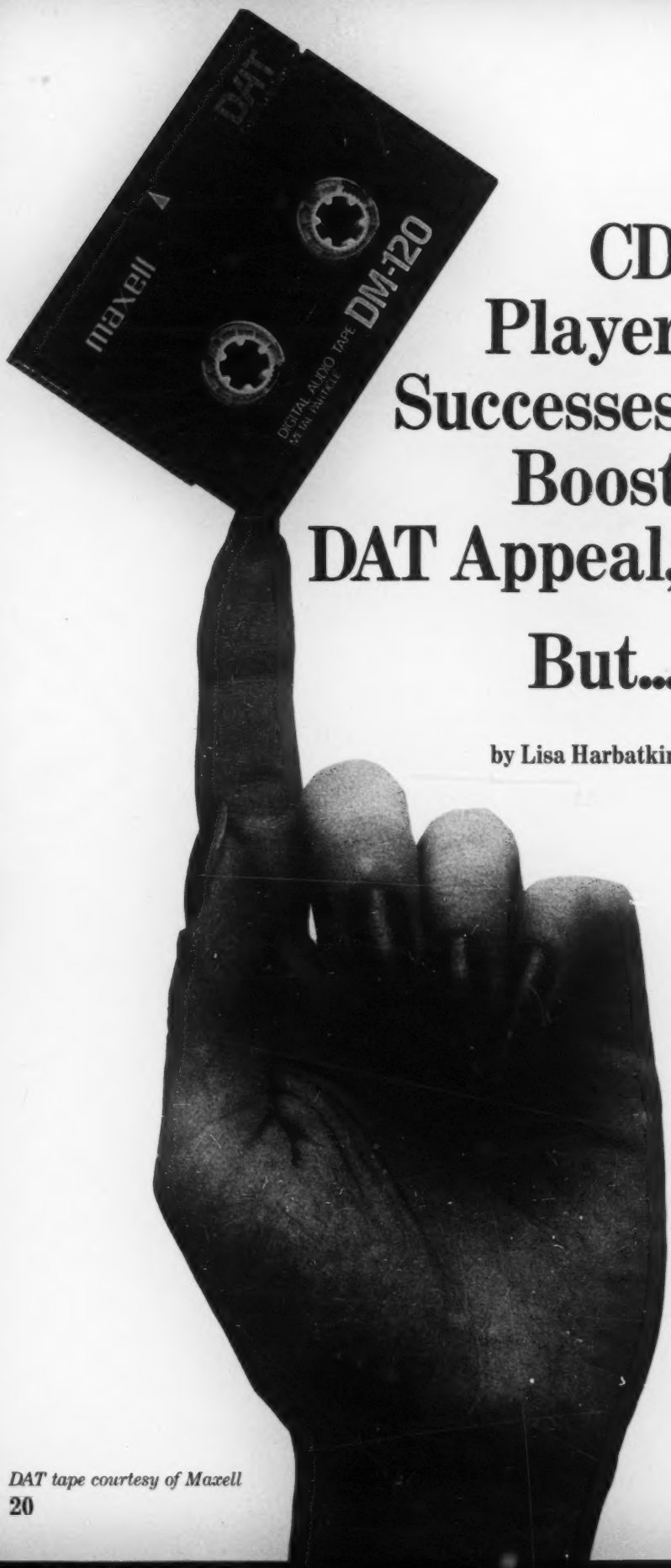


DAT tape courtesy of Maxell

CD Player Successes Boost DAT Appeal, But...

by Lisa Harbatkin

A market glut of low-priced Compact Disc players has thrown the digital audio tape (DAT) recorder debut into a pause mode.

DAT machines have arrived. Even in prototype and with a sketchy delivery timetable, DAT is the talk of the Winter Consumer Electronics Show. First shipments are expected to reach the marketplace this fall, yet several suppliers say there could be delays for another 18 months.

What's the problem?

Technically nothing. It's more a matter of marketplace jitters. Manufacturers are nervous about introducing another digital format at this time, and their apprehension is increased by the high inventory level of CD players at the factory and on retail shelves. Though the inventory build-up involves primarily low-cost players (upwards of $99), the availability of low-cost units has created consumer confusion and slowed mid- to high-end player sales as well.

Within suppliers' ranks there is also concern that the industry hasn't yet recovered its investment from CD technology. Their ultimate concern is that nifty little DAT machines will catch consumers' fancy to the exclusion of CD players.

Factor in the copyright issue and controversy over how DAT will impact on the recording industry, and the picture takes on political as well as economic considerations.

CD software availability is another issue. More pressing plants are coming on line in the U.S. and abroad. While this development may have no impact yet on disc pricing, it promises to resolve most of the remaining disc availability problems. To bring in the DAT format now is simply untimely. A Matsushita exec acknowledges that CD paranoia is an issue within supplier ranks. "There are those who believe DAT's arrival could kill CD. We don't feel that way. In our view," he continues, "each format has its advantages, even though there is no difference in the quality of sound."

CD software is easier to mass produce and random access is faster on the disc. DAT, however, offers record capability. NEC Home Electronic's Mike Piehl, audio products manager, predicts the two formats will compliment each other. "We think first buyers of

DAT will be the ones who already have CD," he says.

Piehl agrees there's logic to letting CD get a better foothold. For this reason he doesn't know when DAT products will be in meaningful supply. "But in the long run, DAT can't be held back," he says.

For the autosound market, DAT has particular appeal—and intrinsic advantages over CD. A smaller size is one, making it easier to install than CD combos. Technically, DAT isn't handicapped by heat or vibration.

Speaking with an autosound perspective, Clarion Director of Marketing Tom Mitchell finds irony in the industry coming up with "an improved technology that it's resistant to bring out," he says. "If we bring out DAT now, we have a potential problem, but if we wait a couple of years, CD will be more established and investments will be recovered."

Alpine's Rich Coe, director of technical services, compares the situation to a cat-and-mouse game. Each supplier is waiting to see what the other does—and when. Alpine will show DAT equipment at its April sales meeting and deliver in October. But it won't be a priority item. "We have a philosophy at the factory: chase one rabbit at a time," explains Coe, and CD is Alpine's rabbit for now.

Sony's John Briesch, president of the Consumer Audio Division, notes that standards were finalized in August. Sony bowed its prototype at the Tokyo Fair in October but has announced no delivery date.

N.V. Philips of Holland played a key role in the industry's delay. Executives flew to Japan last year to hold talks with Japanese manufacturers with digital production capacity. It made a strong case, apparently, for giving CD solo billing in the marketplace. Philips won't comment on those talks. However, its visit is seen as critical. Prior to the visit, Japanese majors planned to introduce DAT at the Tokyo Fair, and to start U.S. delivery shortly after the WCES.

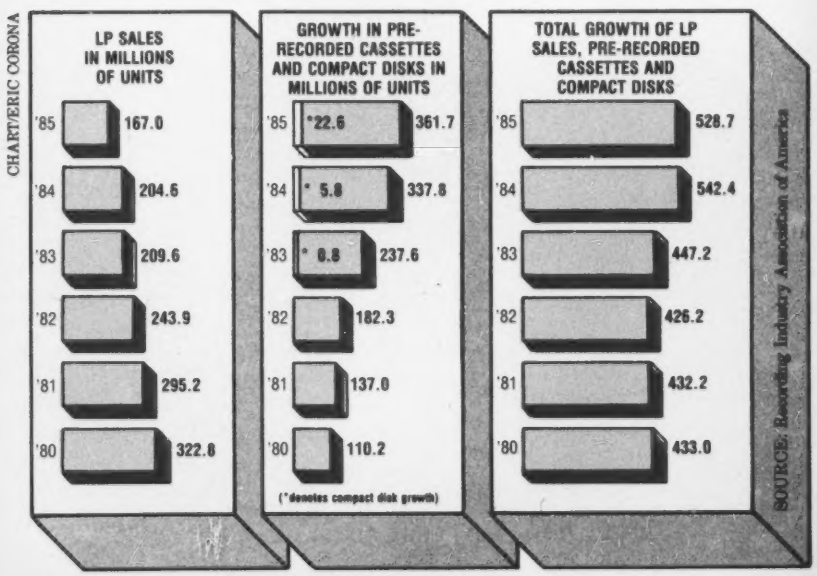
The latest speculation is that auto units will follow home and portable units into the marketplace. Suppliers expect distribution of home decks and portables shortly after the June CES.

A more definite time frame could come this month. After receiving feedback from retailers, suppliers hope to have a clearer idea of what to do. At the moment, however, the only area of consensus is that home decks and portables will hit the marketplace first, then car units.

Price points are expected to range from $1,200 to $1,800 for decks; blank cartridges might be as high as $18.

At these levels, pricing will keep DAT beyond the reach of the mass market. But history indicates that it won't be a problem for long.

And that's the way it is with DAT, this January 1987. As a favorite comic character, Elmer Fudd, would say—and we believe him, "DAT, DAT, DAT's all, folks!" □



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VIDEO

THE strong demand for camcorders and the emerging replacement market will stimulate the high end of the VCR market. But that demand isn't going to change retailers' focus on "down and dirty" pricing in the first quarter.

Higher-than-normal inventory will keep pressure on prices throughout the first quarter, according to Steve Isaacson, national sales and marketing manager, JVC Consumer Video Division, at the International Tape/Disc Association 's (ITA) annual membership meeting in New York recently. Entering the December selling season, industry inventory was 42.2 percent higher than a year ago. Adding to market uncertainty, he said, would be the effect of reaching 40 percent market penetration.

1987 Projected Dealer Sales

Type	1987	1986	% Change
Table Models	13,000	12,500	+ 4%
With Stereo/Hi-Fi	2,600	1,975	+32%
Portable VCR's	100	250	−60%
Camcorders	1,900	1,200	+58%
Total Sales	15,000	13,950	+ 8%

Growing camcorder sales and the emerging replacement market will stimulate the high end VCR market but large inventories will keep pressure on prices.

Issacson predicted VCR sales of 15 million units this year, up 8 percent over 1986 projected sales of 13.95 million with total factory sales of $6 billion. The industry's mix at retail will bring an important shift to camcorders. He projected the following sales breakout for 1987: table models at 13 million units (up 4 percent over 1986); units with stereo/hi-fi 2.6 million (up 32 percent); portables at 100,000 (down 60 percent); and camcorders at 1.9 million (up 58 percent).

On the bright side, Isaacson predicted that growing camcorder sales and greater consumer interest in new features will fuel step-up sales. The repeat customer, he said, will want machines with digital effects (PIP, solarization, digital freeze and slow motion). He predicted that hi-fi/stereo with MTS would be available at more affordable prices and strong sales of MTS TVs would reinforce this category of merchandise.

The replacement buyer's influence will gain importance, other industry leaders agree. The second-time buyer will want step-up features and is willing to pay for them, said Jack Sauter, RCA Group VP. He predicted, however, that retailers generally "will again focus on low-end price points, and that's unfortunate. If given the right sales effort and attention, retailers can get a much better result on higher-priced, featured merchandise from the first-time and the replacement buyer. There are customers with the money to step up but you've got dealers still fighting for the lowest price in their market."

Low-end pricing is a deterrent to replacement buyers, added Sauter, whose interest is in state-of-the-art technology.

Hitachi Sales Corp. Executive VP Robert O'Neil warns that VCR has become a commodity. The industry's sales of 15 million units don't mean much anymore. "We're selling boxes, not high-tech merchandise, when a VCR is sold at $299," he said.

Camcorders represent the high ground, along with stereo/hi-fi decks. One trend to watch in 1987 will be what success the 8mm group has in positioning product with camera stores. Claiming photo dealers appreciate the technology and historically do an excellent job of moving accessories, Robert Brill, national sales manager for Canon's Video Division, sees 8mm as a natural add-on business for camera stores in the years ahead.

Major camera manufacturers—Nikon, Kyocera, Chinon, Minolta, Olympus and Pentax—joined Sony and Canon in delivering 8mm camcorders last year. As a home movie device, this development strengthens 8mm in the marketplace.

VHS and VHS-C suppliers don't feel threatened, maintaining that VHS-C's compatibility with VHS and the broad distribution of VHS pre-recorded materials makes the VHS the format of choice.

"I'll give 8mm two years," said Hitachi Sales Corp. President Lou Kobayashi.

Kobayashi believes that improvements in VHS-C picture reproduction—and these upgrades will be demonstrated at CES, he says—clinch the battle of the formats. With the technological advancements ahead, he predicted that VHS-C could account for 80 percent of all camcorder sales this year. And that, he said, includes sales of standard VHS camcorders. □

Akiya Imura succeeds **Kiyoshi Seki** as president and CEO of Matsushita Electric Corp. of America. Seki is named president of Matsushita Electric Trading Co., Ltd.

Polaroid appoints **Donald Patrican** to the newly created position of sales manager, magnetics.

Imura

Gunji

Brother International Corp. names **Hiromi Gunji** president and CEO. **Patrick Gilmore** becomes executive VP and **Sam Matsumoto, Roger Nakagawa, Robert Reigrod** and **Yoshiharu Yanagi**, senior VPs.

Mitsuda

Furst

Toshikazu Mitsuda has been named to succeed **Kazuo Kubo** as chairman, Sharp Electronics Corp. **Kubo** becomes corporate director and general manager, Audio Systems Group, Sharp Corp., Japan.

Craig Consumer Electronics names **Tony Mirando** national sales manager. **Mirando** formerly held the position of national sales manager at JVC's car audio.

Chris Johnson has been named to the newly created post of VP, import operations, Audiovox Corp.

Denon America promotes **Ken Furst** to general manager and **Angela Petrelis** to advertising manager. **Bill Muster** is promoted to newly-created position of national sales manager, tape division.

Muster

Ardrey

William Ardrey named southeastern regional sales manager, Copier Products Division, Canon.

Michael Smith appointed Hitachi's sales manager for New York City and northern N.J.

Danny Kopels appointed VP, marketing of Continental Video and **Jim Brown** becomes director of sales.

Daniel Murphy appointed market planning and product manager, general audio products, Sony.

Eastman Kodak appoints **Jerome Kaplan** general sales manager, equipment and systems division for the Mass Memory Division.

Fuji appoints **Leonard Ciciretto** to central regional sales manager, Computer Media.

Kopels

Ciciretto

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
October 1986 vs. October 1985
(In Units)

	October 1986	October 1985	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,784,752	1,637,769	+ 9.0	14,516,937	13,642,184	+ 6.4
Monochrome	345,715	351,774	– 1.7	3,132,956	2,871,779	+ 9.1
TOTAL TV*	**2,130,467**	**1,989,543**	**+ 7.1**	**17,649,893**	**16,513,963**	**+ 6.9**
Projection TV	34,437	28,902	+19.2	242,507	196,559	+23.4
Home VCR	1,387,602	1,177,526	+17.8	10,247,794	8,911,479	+15.0
Camcorders**	143,926	66,519	+116.4	840,761	263,212	+219.4

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Home VCR
Source: Electronics Industries Association Consumer Electronics Group.

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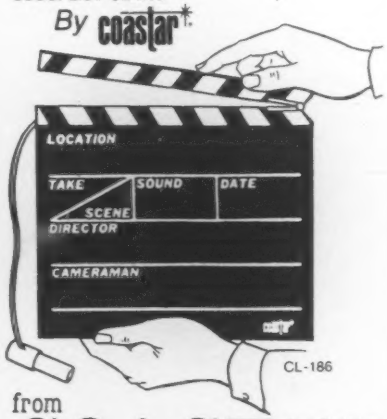

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Industry Perspective

Chain Stores Gain In Blank Tape Sales

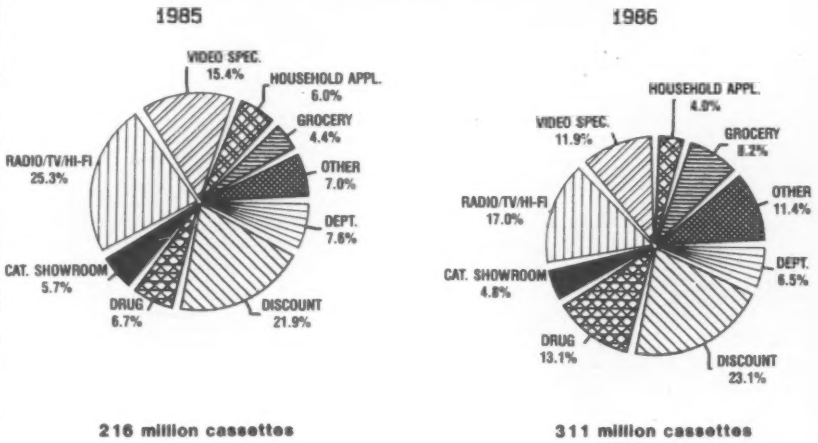
Zohn

RETAIL distribution of blank videocassettes has shifted dramatically towards mass merchandisers, according to research by 3M.

In the past year, the blank videocassette market grew 44 percent to a total of 312 million units. Mass merchandisers accounted for 60 percent of all units sold. Drugstores' market share doubled to 13.1 percent in 1986. Grocery stores' share also doubled in the past year to 8.2 percent.

"Merchandising is the key," Zohn observes. He expects more video stores, radio/TV/hi-fi stores and appliance stores to offer good deals on multi-pack sales, not just two- or three-packs but cases of 10 or 12. "The answer for retailers is to take a cue from what happened in the audio tape business. Prices of blank videocassettes are half of what they were three years ago. The average consumer uses 11 tapes per year. By selling him a case of 10 or 12, the retailer boosts his volume and takes that consumer out of the market for a whole year."

% OF BLANK VIDEOCASSETTE CATEGORY VOLUME SOLD BY TYPE OF CHANNEL



CONCLUSIONS:
- 44% unit growth in total category for 1986 vs. 1985
- Dramatic shift in sales mix towards mass channels ... over 60% of all units sold.

Source: 3M research for Scotch Brand Videocassettes

This growth came at the expense of radio/TV/hi-fi stores, video specialty stores and appliance stores. Radio/TV/hi-fi stores suffered the most pronounced decrease in their percentage of total volume, from 25.3 percent in 1985 to 17 percent last year.

These outlets did not necessarily lose business, notes Tom Zohn, market manager, video products at 3M. They simply didn't experience the same extent of growth. Those who got a smaller piece of the pie in 1986 will try to recoup by promoting step-ups and tie-ins.

Meanwhile, 3M has managed to regain its dominance as the U.S. market leader.

"We're back on top again and widening our gap after 1985, which was the year we attempted to freeze prices in the marketplace and bring some stability to the business," says Zohn. "Obviously, it didn't work. We lost some share that year, but we gained it all back in 1986 plus some more."

3M will focus its promotions on the 1988 Olympic Games. □

PEOPLE ON THE MOVE

Fred Zeller retires as president of Hardwick Stove Co. **J. Hoyle Rymer**, president of Magic Chef, assumes additional responsibility for Hardwick's operation.

Maytag names Nelson Wooldridge president of its newly formed parts and service company. **Glenn Allen** becomes director of parts operations, **James Austad** named director of

Zeller

Brintnall

customer relations, **Artie D'Elia**, appointed controller and **Richard Jones** is named director of service operations.

Robert Brintnall, executive VP, subsidiary operations, retires from Whirlpool Corp. **Dennis Finch** named president, Whirlpool Kitchens, Inc., **Dennis Hauch** is promoted to the newly created position of director, administrative services and **Ronald Schmitz** becomes VP, strategic planning and special projects.

Hauch

Schmitz

GE Major Appliance Business Group promotes **Jeffrey Gannon** to general manager, consumer mktg.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
October, 1986

	October 1986	October 1985	Percent Change	Calendar Year to Date 1986	1985	Percent Change
ALL MAJOR APPLIANCES	**4,085.3**	**3,672.2**	**+11.3**	**37,827.4**	**35,353.1**	**+ 7.0**
COOKING — TOTAL	**1,439.2**	**1,296.7**	**+11.0**	**12,528.0**	**11,182.8**	**+12.0**
Electric Ranges — Total	318.6	311.2	+ 2.4	2,751.1	2,616.9	+ 5.1
Free Standing	260.3	253.6	+ 2.6	2,260.5	2,134.4	+ 5.9
Built-In	58.3	57.5	+ 1.4	490.6	482.4	+ 1.7
Microwave Ovens/Ranges	1,137.3	1,004.2	+13.3	9,929.8	8,735.6	+13.7
HOME LAUNDRY — TOTAL	**1,059.5**	**948.5**	**+11.7**	**8,408.3**	**7,744.5**	**+ 8.6**
Automatic Washers	599.7	528.2	+13.5	4,869.8	4,484.5	+ 8.6
Dryers — Total	459.7	420.3	+ 9.4	3,538.6	3,260.0	+ 8.6
Electric	352.7	325.3	+ 8.4	2,764.0	2,570.2	+ 7.5
Gas	107.0	95.0	+12.6	774.6	689.8	+12.3
KITCHEN CLEAN UP — TOTAL	**811.9**	**737.9**	**+10.0**	**6,994.7**	**6,559.0**	**+ 6.0**
Disposers	403.5	364.1	+10.8	3,583.4	3,467.6	+ 3.3
Dishwashers — Total	386.2	357.0	+ 8.2	3,250.3	2,983.8	+ 8.9
Built-In	361.0	334.1	+ 8.1	3,048.5	2,786.2	+ 9.4
Portable	25.2	22.9	+10.0	201.8	197.6	+ 2.1
Compactors	22.2	16.8	+32.1	161.0	147.6	+ 9.1
FOOD PRESERVATION — TOTAL	**704.6**	**659.1**	**+ 6.9**	**6,705.1**	**6,344.0**	**+ 5.7**
Refrigerators	610.8	559.2	+ 9.2	5,627.5	5,248.7	+ 7.2
Freezers — Total	93.8	99.9	- 6.1	1,077.6	1,095.3	- 1.6
Chest	51.9	49.5	+ 4.9	580.8	560.3	+ 3.7
Upright	41.9	50.5	-17.0	496.8	535.0	- 7.1
HOME COMFORT — TOTAL	**70.1**	**30.0**	**+133.7**	**3,191.3**	**3,482.7**	**- 8.4**
Room Air Conditioners	53.4	23.9	+123.4	2,660.0	2,905.8	- 8.5
Dehumidifiers	16.8	6.0	+180.0	531.3	576.8	- 7.9
GAS RANGES	**184.0**	**184.6**	**- 0.3**	**1,607.8**	**1,507.4**	**+ 6.7**

Source: AHAM